

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 698389 - 3  
**Alt Order #:** 6226503  
**Product Desc:** AMERICAN CROSSROADS  
**Estimate:** 1761  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/04/12 / 09/04/12  
**Order Type:** Political

WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	58	\$24,775.00	\$21,058.75
10/01/12	10/01/12	12	\$5,805.00	\$4,934.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$24,775.00	\$21,058.75	0.00
October 2012	12	\$5,805.00	\$4,934.25	0.00
<b>Totals</b>	<b>70</b>	<b>\$30,580.00</b>	<b>\$25,993.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	25%	\$30,580.00
Market	100%	\$122,320.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$4,892.80
WCWJ	0%	\$0.00
WJXT	30%	\$36,696.00
WJXX	13%	\$15,901.60
WTEV	28%	\$34,249.60

mg 27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	WTLV	09/29/12	09/29/12	SAT TDY	CM	7a-8a	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	09/24/12-09/30/12		SAT TDY		7a-8a	-----Sa--	:30		<del>(\$250.00)</del>		0.00	NM		
Credited															
N27	WTLV	09/29/12	09/29/12	Golf Ryder Cup	CM	Various	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Ryder Cup															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$250.00		0.00			

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Advertiser: American Crossroads  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1761  
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WTLV	09/29/12	09/29/12	Golf Ryder Cup Ryder Cup	CM	Various	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-----S-	1		\$250.00		0.00						
													Totals	70	\$30,580.00